

The Hecht Co.'s Drive for Lower Prices Features Important Reductions in the Great Furniture Sections

In connection with our efforts to do everything in our power to BRING PRICES DOWN TO A SANE LEVEL—we have made many drastic reduced prices in Quality Furniture, and for Monday

Baby Carriages Join in the Price-Lowering Movement



This Fiber Reed Reversible Pullman
Special \$22.95



This Wood Panel and Reed Pullman
Special \$44.50

Every Baby Carriage, Pullman Go-Cart and Stroller Greatly Reduced

Reed Pullmans, special, **\$28.40**.
Ecrú Reed Pullmans, special, **\$32.50**.
White Fiber Reed Pullmans, special, **\$36.75**.
Ivory Decorated Panel Wood and Reed Pullmans, special, **\$39.90**.
Frosted Blue Reed Pullmans, special, **\$44.25**.
Light Wood Folding Carts, special, **\$3.95**.
Leatherette Folding Carts, special, **\$9.75**.
Auto Folding Carts, special, **\$18.90**.

Leatherette Folding Carts, special, **\$12.50**.
Panel Sides Folding Carts, special, **\$16.75**.
Reed and Grass Strollers, special, **\$11.75**.
Natural Reed Strollers, special, **\$15.50**.
Reed Strollers, adjustable back, special, **\$21.75**.
Reed Grass Strollers, adjustable back and top, special, **\$26.50**.
Round Reed Strollers, special, **\$29.75**.



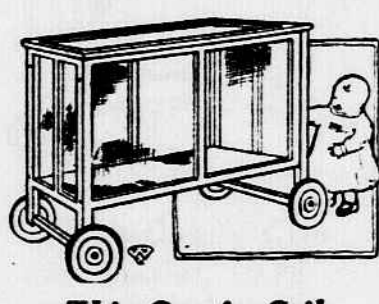
This "Bloch" Natural Reed Stroller
Special \$11.85



This Leatherette Collapsible Go-Cart
Special \$9.85

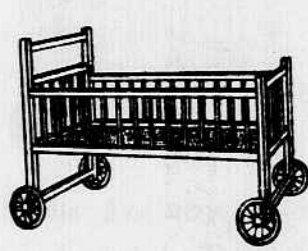


This Crib Special, \$32.50
In attractive period design to go with period bedroom furniture. Beautifully finished in American walnut, mahogany or old ivory. Equipped with a fine coil spring.



This Comfy Crib
Special, \$9.75

Inclosed with fine - meshed wire. Has woven-wire spring. Mounted on rubber-tire wheels. White enameled.



This Lullaby Crib
Special, \$3.95

Strongly constructed, mounted on rubber-tire wheels; easily wheeled from room to room or on veranda. Complete with woven-wire spring.

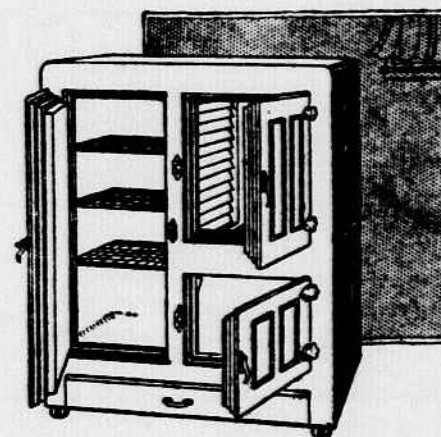
Bohn Syphon Refrigerators

The Best—therefore the Cheapest

The Bohn Syphon illustrated moderately priced at \$96

Through hundreds of tests and after years of experiments all the important requisites of perfect refrigeration have been incorporated.

The Bohn-Sanitor Moderately Priced at \$69.50



Knocking Down Home-Furnishing Prices Monday---in the Upholstery Shop

Practically every summer home need has been Specially priced — all are not listed

Buy Your Porch Shades Now!!

If you have not yet purchased your Porch Shades, see the "Coolmors"—they offer advantages over nearly every make and they are priced moderately. All sizes now in stock.

\$3.40 to \$13.75



Cretonne Bungalow Cushions
\$1.24

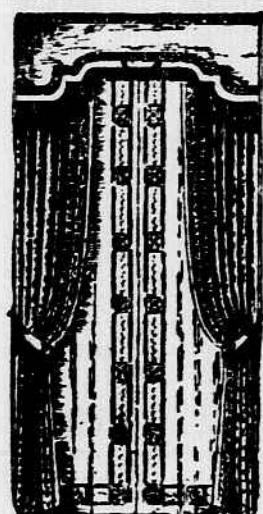
Round cushions, filled with silk floss—suitable for canopies and hammocks or for porches. All colors, in light and dark.

New Patterned Cretonne Specially Priced

-- 89c --

Thousands of yards of New Cretonnes have been placed on large tables at a very special price. Full pieces, enough for slip covers, hangings and in fact a pattern for every cretonne use.

Other Cretonnes, 59c to \$2.75 Yd.

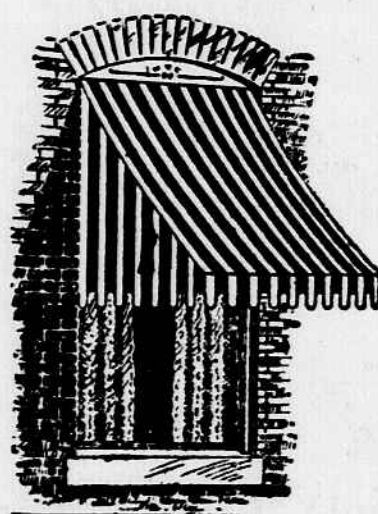


Ready to Hang---Awnings

Very Special

== \$4.35 ==

Made of good quality Sicilian stripe, in popular widths with 9-inch skirts; an Awning complete with all necessary hardware to hang. Try to beat them at the special price.



Walnut Finish Screen Doors

Very Special, **\$1.65** Two Sizes

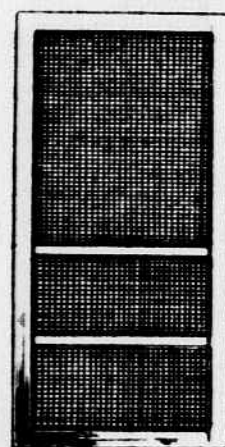
A good substantially made Door—a Continental make in two sizes; bring the measurements, as the quantity is limited and delays should be eliminated.

Continental Screen Doors, \$3.48

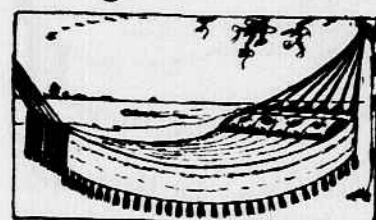
Complete with all hardware, ready to hang. Exactly the same as "made to order" at about one-half price.

Hardwood Window Screens,
Adjustable and will fit most any window. Size 18x33 inches.

39c



Swing Hammocks



Special at \$3.95

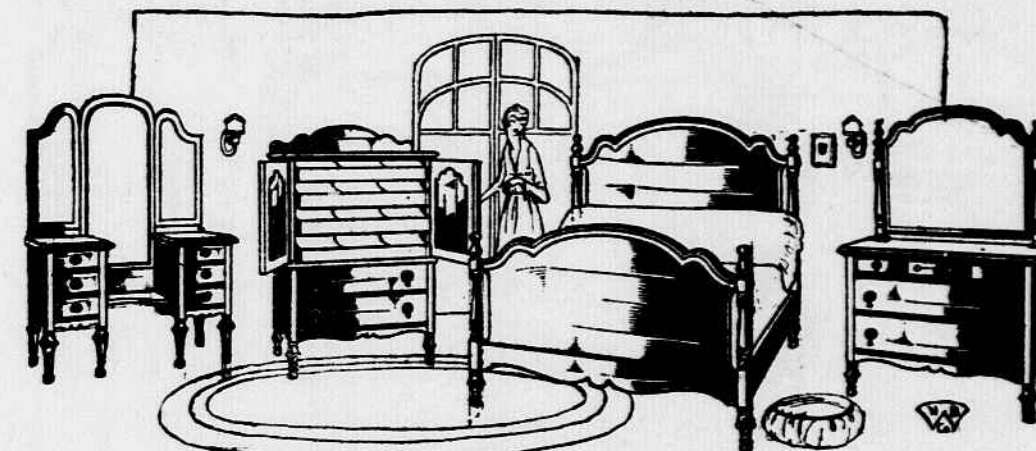
The time is here for thought about the summer—a hammock will bring restful pleasure—just 25 of these at the special price.

Others, \$4.50 to \$14.50

This Beautiful William and Mary Bedroom Suite in American Walnut, Specially Priced

\$295

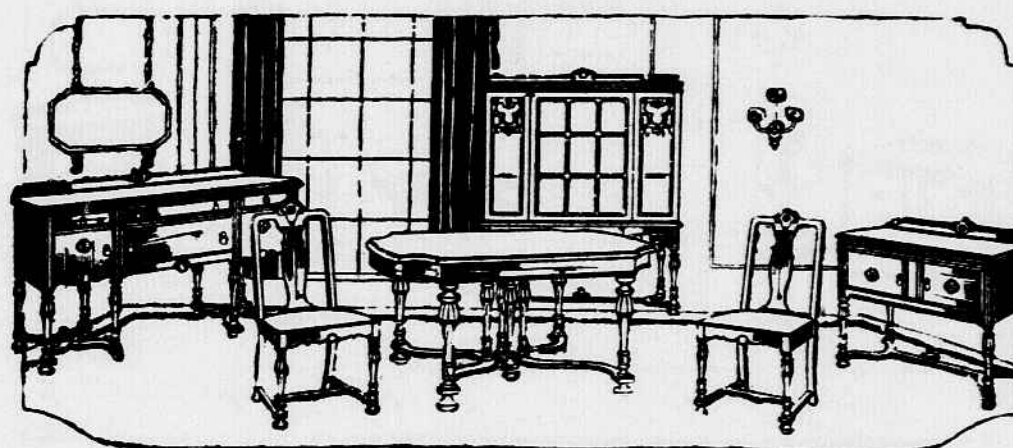
This handsome suite features a graceful full size Vanity Case, with long pier glass and two swinging mirrors. Carefully finished in selected American walnut.



This Magnificent Dining Room Suite of 10 Pieces in Mahogany or Walnut, Special

\$568

A handsome suite that meets sound and discriminating taste. In the beautiful William and Mary design, high-grade finish in American walnut or antique mahogany.



Monday---Save Over One-Third

in this Sale of New Standard Make

Player-Pianos

\$395

For a limited time only. These beautiful Player-Pianos are finished in mahogany; Colonial case design, ivory keys; light, easy pedaling; rich, sweet tone. Only a few to sell at

Even at the extraordinarily low price we will include a bench and twelve hand-played music rolls, and you can be sure of Immediate Delivery.

Especially Easy Terms Can Be Arranged

The Hecht Co.

The Store of Specialized Shops

Seventh at F